

EGGS FOR SOLDIERS

4.0 PACKAGING

4.1 BRANDED – FOOD

NOBLE FOODS LTD.

SPRINGETTS BRAND DESIGN CONSULTANTS LTD.

25th MAY 2012

FOR PUBLICATION



springetts
brand design

EXECUTIVE SUMMARY

Eggs for Soldiers is a new free-range egg brand conceived and developed by Springetts Brand Design Consultants and launched by Noble Foods.

Springetts developed the novel idea of using eggs, a commodity product, to help raise the awareness of the Help for Heroes charity through brand association. The Eggs for Soldiers design was created to deliver a distinctive pack that cut through and engaged with people emotionally, making it effortless for consumers to show their support.

The Eggs for Soldiers brand was launched in May 2011 and in its first year has achieved remarkable results:

- After a successful launch into Tesco it is now also available in Asda and Morrisons.
- Is the second largest free range egg brand on the market.
- Is the largest charitable eggs brand.
- It has raised in excess of £397,000 for Help for Heroes.
- **In 2011/12 Eggs for soldiers has been Help for Heroes' most successful FMCG commercial partnership.**

Eggs for Soldiers is not just an example of effective design, more importantly, it's a great example of an effective creative process delivering something innovative, that is also making a massive difference to an important cause. It is a testament to the strength of the client/agency relationship that Noble Foods had both the vision and belief in the concept to take the brand to market.

PROJECT OVERVIEW

OUTLINE OF PROJECT

A core strand of the Noble Foods business strategy is to continue its activity as the major egg supplier to retailers and food companies, whilst at the same time building their own branded portfolio. The happy egg co. was their first great example of this strategy put into action. As their brand design consultants, Springetts work with Noble developing their brand portfolio and wanted to keep this new momentum going. It was during part of this creative process that the team at Springetts thought of the idea of '**Eggs for Soldiers**' - free range eggs supporting the 'Help for Heroes' charity whilst meeting Noble's specific objectives:

- Launch a new brand into the category to keep the momentum (started by the happy egg co.) going and promoting free range growth.
- Deliver standout and presence at point of sale, as well as renewed interest.

Due to the altruistic nature of the concept a more important objective became clear:

- Raise as much money as possible for the Help for Heroes charity.

DESCRIPTION

Noble Foods Ltd. is the UK's largest egg producer. Primarily they supply eggs to the retail trade to be sold as private label, to food companies for use within their brands, and also the Noble branded portfolio of eggs. They work with over 400 farmers to collect, grade and package over 60 million eggs every week for their customers.

OVERVIEW OF MARKET

Although the egg category had been in long term decline since the late 1980s, a decline in caged was being replaced by an increase in Free Range as consumers sought products that respected animal welfare.

The market is predominantly private label, and, as such, the egg fixture was criticised by consumers as 'cluttered, confusing and low interest' until the introduction of the happy egg co., created by Springetts and introduced by Noble, who wanted to maintain this new momentum within the fixture.

PROJECT LAUNCH DATE

May 2011

SIZE OF DESIGN BUDGET

£9,715

OUTLINE OF DESIGN SOLUTION

CREATING THE BRAND

Whilst undertaking a brand development exercise for Noble Foods, Springetts had the novel idea of using eggs, a commodity bought on a weekly basis, to help raise the awareness of the Help for Heroes charity through brand association. They approached Noble Foods with the concept of '**Eggs for Soldiers**', which the company immediately embraced, understanding both its potential and the impact it could make on many lives.

The brand's name – Eggs for Soldiers – points to the quintessential British breakfast (boiled eggs and toast 'soldiers') whilst also communicating its charitable intent. The new branded design uses military fabric to create a jolt in the fixture with strong standout from brand blocking.

Using distinctive, iconic product photography, a strong visual and emotional icon for the brand (the egg 'medal') was developed, rooted in its partnership with Help for Heroes. Springetts wanted to create a brand that would show support for the sacrifice made by all our armed services, and being a commodity driven category 'Eggs for Soldiers' makes it effortless for consumers to show their support.

CREATING THE DESIGN

- Standout: visibility in a tired, dull retail environment that complements the earlier work done by the happy egg co., achieved through the strong brand blocking and iconic use of product photography.
- Distinctiveness: a different on-pack architecture and unique colour palette.
- Emotional engagement: the ability of the pack to communicate its charitable intent, captivating consumers in a light-hearted, emotionally engaging way.

A strongly branded website was also developed by Springetts, which allowed the charitable campaign to have a recognisable on-line presence.

SUMMARY OF RESULTS

At the end of year one, the Eggs for Soldiers brand had achieved:

- Number 1 charitable brand in eggs.
- Listings in 3 major multiples Tesco, Asda and Morrisons.
- It has raised in excess of £397,000 for Help for Heroes.

ENDORSEMENT FROM THE BUYERS!

"I genuinely think the design is fantastic. The green camouflage certainly stands out on shelf and is in keeping with the brand name of Eggs for Soldiers. The play on words is very clever promoting the link between the brand and the Help for Heroes charity along with the healthy image of eggs. We're pleased that Tesco can be a part of the good work to help raise as much money as possible for our wounded service men and women."

(Ashley Chatterton, Buyer, Tesco)

CONSUMERS ARE VOICING THEIR APPROVAL!

Dear Sir or Madam.
I thought that Eggs for Soldiers
is a very good idea and nice to know that someone
cares, I will continue to purchase your product
and know that good will come out of it
myself being a veteran, and feel proud
of you good people,
Many thanks

Yours faithfully.

Mike Heeler.

ex Sergeant, Command Veterans Association, (Army)

HELP FOR HEROES SAYS 'WELL DONE'!

"When Noble Foods approached us with the Eggs for Soldiers brand to raise money for Help for Heroes, we knew it was a cracking idea; it is simple, has wide appeal – and the witty, clever packaging mimics our own brand in design. It has far exceeded our expectations, beating their original target of £250,000. So far Eggs for Soldiers has raised £397,000. In 2011/12 Eggs for soldiers has been our most successful FMCG commercial partnership. This money will go a very long way towards helping wounded, sick and injured servicemen and women."

(Bryn Parry CEO and Co-Founder of Help for Heroes)

RESEARCH RESOURCES

AC Nielsen

OTHER INFLUENCING FACTORS

The Eggs for Soldiers success story is the result of a well-executed pack design. It has had no advertising to promote it and the iconic pack design has been the inspiration for the successful P.R. activity. As a result the strong design, and its application across all manifestations of Eggs for Soldiers, is an essential ingredient to the brand's continued success.

EGGS FOR SOLDIERS CHALLENGER II TANK





Daily Mail

Egg box tank is worth shelling out for

IT'S THE ultimate Blue Peter project. A tank made out of egg boxes — on a grand scale. Sculptor Stuart Murdoch has built a replica Challenger 2 tank out of 5,000 egg boxes. They were assembled with the help of 26 litres of glue, 10,000 nails, 15 litres of paint and 5,013 staples.

Murdoch built the tank to raise awareness for veterans' charity Help For Heroes. Each green carton of free-range Eggs For

Soldiers sold in Tesco, Morrisons and Asda will raise 15p for their cause. For Mr Murdoch the biggest challenge wasn't the scale, but having to make the tank in pieces small enough to fit through the narrow door of the Imperial War Museum in London, where it was being photographed alongside genuine military equipment. It will also be displayed in Clapham Common on March 4.

The Daily Telegraph

Shelled Egg box tank

Stuart Murdoch sitting on a Challenger II tank he made from 5,013 egg boxes. The work is to promote egg and spoon races being held on March 4 to raise money for Help For Heroes.

ZOO

ENTER THE GREAT EGG AND SPOON RACE AT EGGSFORSOLDIERS.CO.UK

A Challenger II tank has been made from 5,013 "Eggs For Soldiers" egg boxes to encourage people to enter a national egg and spoon race for Help For Heroes. We'll be egging you all on...



MARCH FOURTH FUNDRAISING EVENT



MARCH FOURTH Build your own tank for March Fourth

Do your bit for Help for Heroes and March Fourth and sweet us at @jeggghorskies #marchfourth

For further information please contact: Tracey Day, fundraising@helpforheroes.co.uk 01223 758820



ART COMPETITION

Do you have what it takes to design the ultimate Egg for Soldiers egg? Simply draw or paint your design on the space below and write a sentence to describe what you have drawn. The total fee is with a chance of winning a Nintendo Wii console and £1000 for your class as well as one for yourself!

HELP for HEROES EGGS FOR SOLDIERS MARCH FOURTH

EGGS FOR SOLDIERS ACTIVITY SHEET

On March 4th 2012, Eggs for Soldiers, which are sold in aid of Help for Heroes, will be holding an egg and spoon race. Eggs for Soldiers are fantastic. There's a lot you can get involved and raise money for!

HELP for HEROES

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HELP for HEROES EGGS FOR SOLDIERS MARCH FOURTH



Can you find these words hidden? (Sword, Soldier, Egg, Poached, Chicken, Boiled)

S F U J Y F S Q R V C E
 Q L E R I S H S O U S
 K F C V J R Y M K T E
 A S E E R I N F M E R E
 B L N D A L S O L S E N
 O A P A Y A M X E A O Z
 I N E J O P F T I C L
 L B O R T S Z N L Y T F E
 E S T S O L D I E S S P
 D F N O D I G S T I F K
 H P O A C H E B T H V J M

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HELP for HEROES EGGS FOR SOLDIERS MARCH FOURTH

MARCH FOURTH SCHOOL ACTIVITY

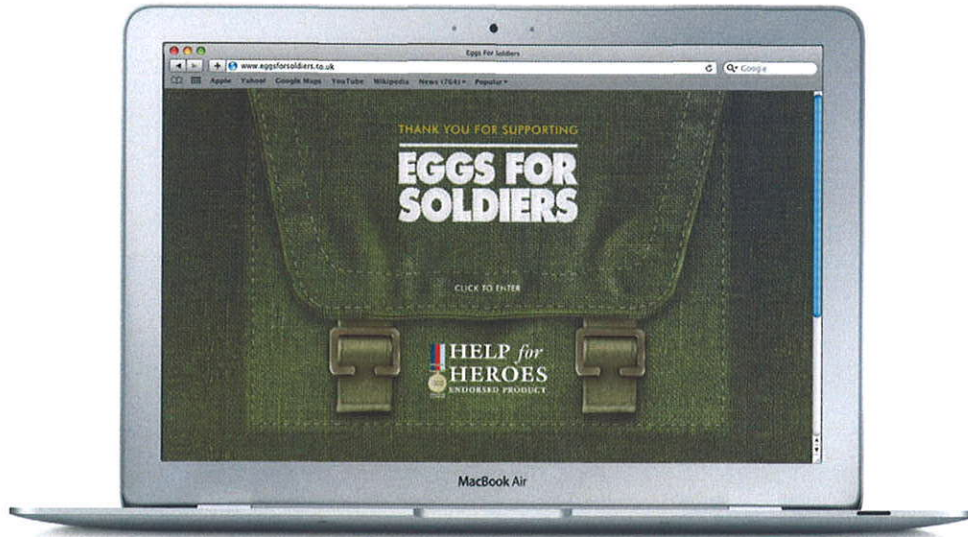
CORE PACK



OUTER CASE



WEBSITE ENTRANCE PAGE



WEBSITE HOMEPAGE

